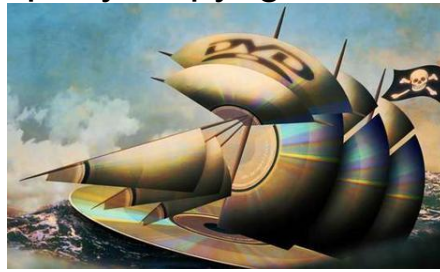


Intellectual Property

Intellectual property, copyright and fair use policies



Definition:

- Intellectual property includes ideas, discoveries, writings, works of art, software, collections and presentations of data. Copyrights, trademarks and patents legally protect intellectual property, but easy and accurate duplication methods made available by IT can undermine such protections.
- On the other hand, the same methods create opportunity for inexpensive dissemination of information

Types of Intellectual property:

1. **Copyright** for original work (not the idea) in literary, artistic, dramatic or musical works, films, broadcasts, multimedia, computer/game programs and architectural designs
2. Patents for inventions and improved products or systems
3. Industrial designs
4. Integrated circuit
5. IP cores
6. Domain Name
7. Trademarks that distinguish goods and services traders, eg the shape of the Coca-Cola bottle or the sound of a Harley Davidson motorcycle
8. Geographic indications of source, such as the Eiffel Tower
9. Plant breeder's rights for new plant varieties
10. Trade secrets
11. <http://www.youtube.com/watch?v=Zi3Q40EPUjk>

Copyright issues

What is copyright?

- Copyright is the legal protection given to authors which protects them against unauthorized copying of their work.
- This means that if you can **see** it, **hear** it and/or **touch** it - it may be protected. If it is an essay, if it is a play, if it is a song, if it is a funky original dance move, if it is a photograph, HTML coding or a computer graphic that can be set on paper, recorded on tape or saved to a hard drive, it may be protected.
- Copyright laws grant the creator the exclusive right to reproduce, prepare derivative works, distribute, perform and display the work publicly.
- Exclusive means only the creator of such work, not anybody who has access to it and decides to grab it. "

Who's responsible?!

- The **Berne Convention for the Protection of Literary and Artistic Works**, usually known as the **Berne Convention**, is an international agreement about [copyright](#), which was first adopted in [Berne](#), [Switzerland](#) in 1886.

How long does copyright last and how can I create it?"

- The [Berne Convention](#) establishes a general and minimum period that lasts the life of the author and fifty years after his (or her) death.
- Cinematographic works and photographic works have a minimum period of protection of 50 and 25 years upon the date of creation, respectively.
- The creation of copyright starts at the moment when the author creates his or her work and signs it with a copyright symbol on the piece.
- The signature and symbol show that the person signed on the document is its creator. Moreover, the document will have a date on it, which says when was the document created.
- In many cases, there are more dates on one document and that is because the author has added some material to his/her work or when some editing was done.
- <http://www.youtube.com/watch?v=Zi3Q40EPUjk>

The copyright symbol



Intellectual Property and IT

- Intellectual property relating to the copying and modifying of text, images, sound and video (fair use policies)
- Information Technology has raised more issues or concerns for Intellectual Property rights.
- Not only is it easier to transport, send and store information but it has also made it easier to sample, copy, & alter information.
- It has produced grey areas surrounding fair use and GNU
- <http://www.youtube.com/watch?v=6mBfkFNpknI>